

Star
BETTE BALL
and
DEB ARNAZ
starring in
"I LOVE LUCY"
CBS-TV



"You
put this
**KING
SIZE**
smile on my face!"

There's a reason for this great big smile on my face! I'm smiling because everywhere I go I see smart retailers putting up big displays of PHILIP MORRIS King Size and Regular in their stores. It sure makes Ricky and me happy and it's good business, too. And here's why:

Your customers are being sold PHILIP MORRIS on two thrilling television shows, "Racket Squad" and "Pentagon Confidential." Also on "Playhouse on Broadway" every week over CBS radio. As well as

terrific newspaper ads and color spreads in *Life*, *Look*, *Saturday Evening Post* and *Collier's*. Attractive point-of-purchase material, too. That's the kind of advertising support that makes more sales for the smart dealer who stocks well—and displays—PHILIP MORRIS King Size and Regular. Remember, out of stock—means money out of your pocket!

Love 'n' him,

Lucy



KING-SIZE or REGULAR

CALL
FOR

PHILIP MORRIS



Ad No. 250-A (4 1/2 x 7 1/2)
Pleasing Answer—September, 1953

P. O. 5999
8073-1-R

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